

OPC BULLETIN



HOTEL BILTMORE • 55 EAST 43RD STREET • NEW YORK, N.Y. 10017 • (212) 687-2430 • VOLUME 32, NO. 5, MARCH 1, 1978

Straus will discuss Carter's plans for Voice of America

Is the Carter administration setting up a super agency for worldwide propaganda? What are we telling the world today about our affairs at home and abroad?

These and other questions will be discussed by R. Peter Straus, director of the Voice of America, a key component of the newly-established International Communications Agency, at a Headliners Luncheon of the Overseas Press Club on Thursday, March 30. (Cocktails at noon; luncheon, 12:30. For reservations call Mary Novick: (212) 687-2430. North elevators to 19th floor, Hotel Biltmore, 55 East 43rd St.)

Straus, who formerly was president of Straus Broadcasting Group and New York radio station WMCA, will discuss "Public Diplomacy and the Role of the Media." He will review the Carter Administration's newly organized international communications set-up which has consolidated under one independent management functions formerly carried out by other government agencies. Other topics he will cover: What is happening to the Voice of America's foreign correspondents? How can a news organization keep its credibility when it is to be the spokesman for the U.S. Government?

A Yale graduate in government and international relations, Straus has held a number of diplomatic posts with the government in addition to his commercial broadcasting activities and work with the New York State Democratic Campaign Committee.

Shop Talks to sponsor First Amendment Debate

What is the cost of free speech?

An answer to this sensitive question will be sought by Larry Stessin and Gloria Zukerman who co-chair the "Shop Talk" committee as they host a debate on the subject of the First Amendment.

At the heart of the matter will be the raging controversy swirling around The National Socialist (Nazi) Party of America's demands to be given permission to march, rally and speechify in the Chicago suburb of Skokie. It just so happens that over half of Skokie's 70,000 residents are Jewish and over a fifth of them are survivors of Hitler's pogroms.

Ready to defend the rights of the Nazis is Aryeh Neier, executive director of the National American Civil Liberties Union. Himself a refugee of Nazi Germany, he takes the position that "free speech cannot be denied anyone, because no one is excluded from the equal protection of the U.S. Constitution." His stand has been very unpopular and lost untold thousands of dollars in contributions to the ACLU.

In the opposing corner will be Mrs. Rita E. Hauser, partner in the prestigious law firm of Strook & Strook & Lavan. An honor student with degrees from Hunter, University of Strasbourg, Harvard, NYU Law School, the University of Paris, University of Miami and Finch, Mrs. Hauser is the former U.S. representative to the UN Commission on Human Rights. At present she is Vice Chairman of the U.S. Advisory

Calderoni appointed Dateline's publisher; Playboy will handle editorial for 1978

Louis Calderoni, publisher of the Overseas Press Club's annual magazine, *Dateline*, announced that the editorial matter and finished artwork for the 1977 edition would be contributed by *Playboy* Magazine. *Playboy* senior editor Terry Catchbowl was named editor of *Dateline*.

According to Calderoni, *Playboy* accepted the assignment with enthusiasm. He said that several editorial approaches were under discussion. Last year, *Reader's Digest* was responsible for *Dateline* and used the theme "The Press and the Law." *Playboy's* archival, *Penthouse*, prepared the 1975 edition on the theme "Self Censorship." The first edition of *Dateline* was published in 1942; it has been published each year since.

Calderoni says that he and *Playboy* will announce a publishing date after the selection of a theme and the appointment of an art director.

Publish or Perish - OPC panel discussion

How long have you wondered whether your idea for a book would make sense to those who dominate the mysterious world of New York publishing? Here's your opportunity to find out from the experts themselves—on Tuesday, February 28, from 5:30 to 7 p.m. at the OPC.

Top publishing professionals, all OPC members, will participate in the seminar entitled, "Publish, Don't Perish. What do publishers look for?"

Literary agent and OPC veep, Anita Daimant Berke, will moderate the panel discussion with:

Eleanor Rawson, vice-president, Rawson Associates, Publishers;
Grace Shaw, chief editor, Grosset & Dunlap;

Carol Smith, senior editor, W.W. Norton;

Alex Liepa, executive editor, Doubleday & Co.;

Kenneth Giniger, president, J.S. Giniger Co., book publishers.

Each panelist will give a brief summary of the requirements at his or her publishing house and current areas of interest. A question-and-answer period will follow.

Board member Ruth Biemiller has arranged the program, which is guaranteed to answer the age-old questions writers ask of editors: How do they choose? What do they want?

—Felice Levin

Commission on International Educational and Cultural Affairs, a member of the advisory panel on International Law for the U.S. Department of State and a member of the board of International Broadcasting.

As we go to press, a noted journalist is being invited to moderate the debate.

The luncheon debate will start at noon, Tuesday, March 28, and the air is certain to be filled with charged opinion. Make reservations early by calling Mary Novick (687-2430); the cost for members is \$7.50 and \$8.50 for non-members.

—Chas. Schreiber

Bassity names chairmen for awards committees; Gellerman pledges gala presentation ceremony

If winter comes, can the OPC Awards be far behind?

With due apology to Shelley, winter did come (as we would all like to forget) and the 1978 OPC Awards Ceremonies are scheduled for Monday, April 17th. And they promise to be unforgettable.

To assure proper management of this diamond in our yearly ring of events, President Matt Bassity has announced the following appointments:

OPC Vice President Henry Gellermann, Chairman Awards Reception
OPC Governor Bob Sheridan, Chairman, Annual Awards

Sylvia Shur, Chairman, Menu Planning

OPC Governor George Burns, Chairman, Publicity

OPC Governor and Treasurer Anita D. Berke, Chairman, Seating, and all-round consultant to the President

OPC Governor Louis Calderoni, publisher, 1978 *Dateline*

According to Awards Reception Chairman Gellermann, the 1978 ceremonies will regenerate the prestige, pomp and ceremony that have traditionally made this one of journalism's outstanding evenings. The Grand Ballroom of the Hotel Biltmore has been reserved and the presentation and banquet will get underway at 6:00 PM. A major figure in the news has been invited to be the keynote speaker. (His name will be announced in a future Bulletin pending acceptance.)

The highlight of the evening will be the announcement of the winners of the 1978 OPC Awards. During the past year, the Club has decided to honor some of its most noteworthy members, past and present, by lending their names to the various awards. The list now reads: The Hal Boyle Award for the best newspaper or wire service reporting from abroad; The Bob Considine Award for the best daily newspaper or wire service interpretation of foreign affairs; The Robert Capa Gold Medal for best photograph in reporting or interpretation from abroad requiring exceptional courage and enterprise; best

NEW MEMBERS Active Resident

Sam Segal

Crystal and Anderson for Shop Talk lunches

The word "chancellor" is of special meaning to our next two "Shop Talk" luncheon guests — special, but different.

Leading off on Wednesday, March 8 will be Lester Crystal, the new president of NBC News — his concern regards the future of John Chancellor. A week later — beware the ides of Wednesday, March 15, the chancellor of investigative reporting, Jack Anderson, will be a return guest at Larry Stessin and Gloria Zukerman's festivities.

Both will be featured at special luncheon sessions. Reservations are urged (Mary Novick — 687-2430) and the gathering will take place at OPC headquarters (19th floor, North elevators). Members will be charged \$7.50 per; guests, \$8.50 per.

Media magpies have had a field day to second- and third-guess John Chancellor's plans. CBS's Salant and ABC's

(Continued on page 2)

photographic reporting from abroad; The Ben Grauer Award for best radio spot from abroad; The Lowell Thomas Award for best radio interpretation of foreign news; best TV spot news reporting from abroad; The Edward R. Murrow Award for the best TV interpretation or documentary on foreign affairs; The Mary Hemingway Award for the best magazine reporting from abroad; best magazine interpretation of foreign affairs; best cartoon on foreign affairs; best business news reporting from abroad; The Cornelius Ryan Award for the best book on foreign affairs and The Madeline Dane Ross Award for international reporting in any medium which demonstrates a concern for humanity. All award winners receive illuminated scrolls. Originated in 1940, the awards program is an international tradition without peer.

Separate is the special OPC President's Award. Given only six times before, it goes to an individual or group "in recognition of outstanding dedication and professionalism." Last year it was given posthumously to Don Bolles, a veteran investigative reporter for the *Arizona Republic* who died after an assassin's bomb exploded in his car in June, 1976. This year, another individual merits the honor and will be named on the evening of April 17th. Since business prevents his attending the banquet, a special testimonial sponsored by the "Shop Talk" Committee will be held in his honor in May. Additional details will be in a subsequent issue of the Bulletin.

CALENDAR

Tuesday, March 7, 5:30 p.m. — Remagen Reunion, 33rd anniversary of the U.S. capture of Remagen Bridge. MC: Lindsey Nelson, Remagen veteran and Met's Sportscenter. All WWII correspondents and PIOs invited.

Wednesday, March 8, 12 noon, cocktails; 12:30, luncheon — Talking Shop Luncheon. Guest, Lester Crystal, President, NBC News.

Wednesday, March 15, 12 noon, cocktails; 12:30, luncheon — Talking Shop Luncheon. Guest, Jack Anderson, Syndicated Investigative Columnist and TV Commentator.

Tuesday, March 28, 12 noon, cocktails; 12:30 luncheon — Shoptalk Luncheon. "The Dilemma of Skokie, Ill." First Amendment issue debated by Rita Hauser and Aryeh Neier.

Thursday, March 30, 12 noon, cocktails; 12:30, luncheon — Headliners Luncheon. Guest, R. Peter Straus, Director, Voice of America.

Tuesday, April 4, 12 noon, cocktails; 12:30, luncheon — Talking Shop Luncheon. Guest, Robert Lubar, Managing Editor, *Fortune*.

Thursday, April 13, 12 noon, cocktails; 12:30, luncheon — Talking Shop Luncheon. Guest, Tom Wicker, Associate Editor, *N.Y. Times* Columnist and author, *On Press*, Reflections on American Journalism. **Please note change in date.**

RESERVATIONS: Please call Mary Novick, 687-2430. Reservation cancellations must reach the OPC 24 hours before the event, otherwise members will be charged the announced fee.

Dick Cavett delights capacity Shop Talk

Urbane, articulate, puckish, knowledgeable Dick Cavett, winner of two Emmy Awards, was guest at an OPC Shop Talk event February 9. The TV talk show host addressed a capacity crowd on the topic "The difference between public broadcasting, and commercial broadcasting, and how this affects interviewing techniques."

Writer, comedian, actor Cavett insists he has no interviewing techniques and, moreover, he is not aware of other people's techniques unless they are too obvious to be ignored. That would include interviewers who ask such questions as "Where were you born? Where did you go to school? — a kind of interviewing that irritates you right away with things you already know." Also included would be the "clipboard technique, where you seem to be filling out a form rather than being interviewed, and they end up knowing what your favorite color is." A third is the "false provocation" technique. "Someone said the other day that you're a schmuck. What do you think of that?"

If Cavett has a device it is to warm up his guests for several minutes, quell their apprehensions, and hope that when the taping actually begins they will be relaxed and in good conversational form. This isn't always successful, he says. When the "on the air" signal is sounded, the tendency is to tense up again.

Cavett says he knows when an interview is going well, though he doesn't know why one will catch fire and another one won't. But when an interview does go well, he would like to continue it into another half-hour segment, something which is possible on public TV but not on commercial TV. It would be rough sledding on commercial TV to convince sponsors to allow a 2-part interview of, say, John Cheever; hard to convince them there are enough people who know who John Cheever is, who have read his books, and who would want to see him talk. In public TV, he might do two shows with John Wayne, as well, "because it is all entertainment."

Another difference between public and commercial TV is that public TV has no commercials. People tell him that must be a wonderful relief but the fact is that commercials perform a function he occasionally misses.

"Commercials give a chance to stop and get your breath and let guests collect themselves and regroup their forces. This is especially true of performers who do 60- or 90-minute talk shows."

There are a bewildering variety of station reactions in public TV, which is not an actual network but a divergent bunch of stations, all with different opinions as to what should be broadcast. Some stations want to show intellectual material, and some want more pure entertainment. Cavett says he tries for both.

Censorship on public TV is by no means clear-cut because public TV receives federal funds and, therefore, cannot censor anything by itself. Some offensive words are bound to come up during interviews and, when they do, the tapes are "flagged" to warn subscribing stations exactly where in the tapes those words will appear. Usually, two copies of the tape will be sent to subscribers, one with the offending word in and one with the word deleted. The station then decides for itself which tape to use. Bibi Anderson, during an interview, said that she had been in three movies, "each one crappier than the other." Because of the word "crappier," the tape had to be sent to Washington for clearance.

Cavett says he gets thoughtful, literate mail on both public and commercial TV, but he doesn't yet quite know who his audience is.

In response to a question, Cavett disclosed that he is the owner of about 400 of his old TV tapes which he bought when they were about to be erased. Some of these are classics and he may show them again someday. These would include the Katherine Hepburn interview, and the Lunt-Fontanne-Noel Coward tapes, which might be shown again for a special occasion such as a Channel 13 fund-raising event.

Cavett admits that everybody isn't happy over his time slot. In Florida, the program is held over until the next day when it is shown at 7:30 in the evening. And "everybody knows it is suicide to go against the news in the Midwest where," he says, "the weather is of first importance."

—Rosalind Moore

Crystal, Anderson

(Continued from page 1)

Alredge are both reported trying to seek his services. But Chancellor remains true blue to the old Blue Network. According to a recent report, Crystal has only confirmed that "Chancellor has asked for reassignment. My plans are to continue indefinitely with the people we have on the newscast. There is no deadline involved."

"Shop Talk" means what the name implies. The committee told a luncheon guest that a "candid exchange of information regarding Chancellor and NBC's vigorous race back to number one position in the ratings race will be highlights of the luncheon."

Heir to the late Drew Pearson's vast syndication, Jack Anderson quickly earned the right to wear the chancellor's robes by being a front-runner in the Watergate investigations, and spearheading the Dita Beard investigation by publishing her infamous memo concerning the \$400,000 ITT offer to help stage the Republican convention in San Diego; in 1972, Anderson received the Pulitzer prize for proving that President Nixon and Henry Kissinger had lied to Congress and the public about the U.S. tilt toward Pakistan in the India-Pakistan conflict.

Seeking new mediums to conquer, Anderson has just launched a syndicated TV talk show. Guests allegedly will be subject to lie detector tests before programs are aired. Says Anderson, "There's been a backlash against the press for overreaching. We've got to be sure the people we're writing about get a fair break." The first airing of the program was in late February.

See a separate box in this issue concerning a new "Shop Talk" innovation — a debate. The first one, luncheon on Tuesday, March 28, will focus on the First Amendment and the "Dilemma of Skokie." —Chas. Schreiber

WHO, WHAT, WHERE

By GRACE NAISMITH

NEW LOOK: Hal Hazelrigg and his associates of the corporate and financial public relations counselling firm of Adams, Rinehart & Hazelrigg, are now located in Chicago — 175 West Jackson Blvd., A1335, zip 60604, phone (312) 663-9297. The new firm is related to Adams & Rinehart of New York, formed in 1977 between 31-year-old Mel Adams and Associates and the Jonathan Rinehart Group.

PUBLISHING: Herb Silverman has an article in March *Travel & Leisure* about his one-day trip to Antarctica and the magnetic South Pole... Jack Galub has finished the annual report for the Government Bank for Puerto Rico and has written an article for *Glamour* for March on the Air Force Academy's fitness program for women cadets. April issue of *Popular Mechanics* will use his article on our "Soviet" units used for training American infantry and younger Air Force combat pilots. He will write also for the pilot issue of *Self Magazine*, a new publication of Conde Nast.

TRAVELING: Frederick R. Brewster, of the p.r. counseling firm, The Bugli Company, attended a career conference at his alma mater, Oberlin College, Feb. 18. Fred represented the field of business communications. A recent article of his, "Revolution in the Newsroom," is in the current issue *ASEA International*, an external publication of ASEA, the Swedish electrical equipment producer... Bernie Lovell, who covers Switzerland for the Journal of Commerce and Europe for *Travel Management Daily*, was in New York, Feb. 22-Mar. 4. *Travel and Leisure* carried an article of his in January on "coping with Geneva," his home base... Rosalind Massow, in Hungary, Austria and soon Turkey, writing articles... Elmer Lower in Hawaii and the Far East on a lecture tour.

REPRESENTING *The Trib*, of which he is Retail Advertising Manager, Art Milton will attend the annual meeting of the New York State Fair Trial Free Press Conference March 3. He will

also represent the Deadline Club, N.Y. Chapter of Sigma Delta Chi at the conference.

SCHOLARSHIPS: The Bob Considine Scholarship in Journalism is available for journalism-inclined students who have completed two years of college. The amount is \$1,500. Students should write Dean John Wilhelm, RTVC 400, College of Communication, Ohio University, Athens, Ohio, 45701... Children of present and past foreign correspondents for American media are eligible for \$1,000 and \$2,000 scholarships granted by the Association for Education in Journalism. Funds are furnished by the Correspondents Fund, of which Elmer Lower is president. Ten scholarships a year are available and may be used at any recognized institution of higher education, though the emphasis is for those with Schools of Journalism. Applications should go to Quintus C. Wilson, Executive Secretary, 118 Reavis Hall, Northern Illinois University, DeKalb, Illinois 60115. Deadline March.

DATeline 77: *The Press and the Law* has been listed in the Bibliography of a new book being published by Writer's Digest Books. Under the title, *Law and the Writer*, the \$9.95 book is edited by Kirk Polking of the Writer's Digest School, and attorney Leonard S. Meranus. Publishing date is February 1. The OPC Dateline was produced by *The Reader's Digest*; Kenneth Giniger was the OPC publisher. The new book, *Law and the Writer*, has chapters for newspaper journalists and photographers, in addition to magazine and book authors. It covers everything from libel information to syndication contracts to freedom of the press and federal taxes, plus. Address: Writer's Digest Books, 9933 Alliance Road, Cincinnati, Ohio, 45242.

SEEN ON THE SCENE: Ed Cunningham.

PLACEMENT

FINANCE EDITOR-ANALYST Highly attractive career in New York City. Start as Associate Editor, prospect Senior Editor of important international finance publication, especially dealing with international monetary and financial markets. Capable of editorial management. Ability to interpret new trends, events and statistical data. Knowledge of languages, especially German helpful. Salary negotiable. Submit confidential portfolio including biography. Box #3178.

CLASSIFIED

EVERY STUDENT IS SPECIAL...
EVERY STUDENT DESERVES INDIVIDUAL HELP TO FIND THE BEST SCHOOL FOR HIS OR HER NEEDS, ABILITIES, INTERESTS AND GOALS.

THE CORPORATE RELATIONS DIVISION OF SCHOOL AND COLLEGE ADVISORY CENTER OFFERS ITS PROFESSIONAL EXPERIENCE IN SCHOOL SELECTION GUIDANCE TO CORPORATIONS ON AN ANNUAL RETAINER OR AN INDIVIDUAL FEE BASIS.

CORPORATE RELATIONS DIVISION
SCHOOL & COLLEGE
ADVISORY CENTER
400 Madison Avenue
New York, N.Y. 10017
Suite 1712, Tel. (212) 826-7130

CHARMING SUBLET — 57th St. East. Feb. 23 — April 1. Lg 3½, hi flr, 1 br, 1½ baths. China, linens, etc. Fine bldg, + security. River views. Maid available. \$1,000/mo. (212) TE 8-1848.

NICELY FURNISHED office desk space. Includes utilities, available for PR staffer, stringer or special correspondent on assignment in Washington. National Press Bldg. Young, Box 4189, Anderson, SC 29622. Tel.: (803) 225-2423.

AMERICAN GAS ASSOCIATION

is synonymous with the natural gas industry—the country's sixth largest business. Its more than 400 member companies transport and distribute gas to 40 million homes, institutions and businesses. A.G.A. conducts research into new sources of gas, operates a gas appliance testing and certification facility, and provides members with many technical and communications services.

Helping tell the story of
American Gas Association and other
business leaders is the business of

Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS

NEW YORK • CHICAGO • LOS ANGELES •
WASHINGTON • PITTSBURGH • TORONTO
BRUSSELS • FRANKFURT • GENEVA • LONDON •
PARIS • STOCKHOLM • STUTTGART
HONG KONG • SINGAPORE •
TOKYO • KUALA LUMPUR



OPC BULLETIN

Published on the 1st and 15th of each month by the Overseas Press Club of America, Inc., Air-mailed to members overseas. First-class mail to others.

William J. Wilson, Chairman and Editor;
Matt Bassity, Ruth Biemiller, George Burns, Blythe Foote Finke, Ben G. Frank, Thomas J. Kraner, Ralph Leviton, Rosalind Moore, Grace Naismith, Rebecca Riger.